

WE ARE SHOWING ADVANCE
SPRING STYLES IN WOMEN'S
NEW READY-TO-WEAR, COR-
SETS AND NEW MILLINERY.

The Popular

WE MAINTAIN THE PROMPTEST
MAIL AND PHONE ORDER
BUREAUS IN THE SOUTHWEST.
INVESTIGATE WITH AN ORDER.

Send Us Your Mail Orders.

Cor. Main Ave. and San Antonio St.

Private Branch Exchange 2300.

Phone Orders Promptly Filled.

How Women Will Hurry For These Special Values

AND it's no wonder! Very little money will go a long way here Saturday and Saturday night. More and more popular are our Saturday sales becoming, and tomorrow's sale will be one of utmost importance. Scores of extra low priced specials have been assembled, but quantities in some cases are limited so we recommend that patrons be on hand early for the best items will disappear quickly at these unusual prices even for Saturday Sales.

Stationery, Handkerchiefs, Jewelry, Neckwear, Hosiery And Alarm Clocks-Values!

STATIONERY AT 35c—Marquis Initial Stationery and Correspondence Cards. An excellent quality. White with black or gold initial in long block letters. Choice of cards or stationery, at a box, only

35c

NEWER NECKWEAR—Roll collars, flat collars, vests and collar and cuff sets. Hand embroidered Organdie, hand made Flit Lace, embroidered Georgette and Satins, in white or white with color combinations. These comprise a wide range of material and styles to please everyone. Priced up to \$7.50, and as low as

50c

SERVICE PINS, 25c—One, two or three stars on hand enamel, to be worn by Father, Mother, Sister, Brother and Sweetheart. The number of stars worn indicates the number in service. Each, only

25c

February 14th Is St. Valentine's Day

"And now the lads and lassies, Following the example of the birds, Bill and coo together."

—Shaw.

NEXT Thursday is Dan Cupid's own day. Let him run riot. Be frivolous yourself for one day in the year. It's within the law on Valentine's Day. This is the day for heart thins—"be hearty."

We have the hearts, the favors and valentines that will help you out in the good old fashion way. Come see them.

HAND EMBROIDERED HANDKERCHIEFS, 15c—Women's hand-embroidered handkerchiefs, very sheer soft Shamrock, embroidered in dainty colors in corner. A wide range of patterns to select from.

15c

WOMEN'S SILK BOOT HOSE, \$1.00—High sheer silk Boot Hose; Hosiery top and foot; all sizes; black only.

\$1.00

A pair, at

WOMEN'S FINE SILK BOOT HOSE, 40c—Fine silk Boot Hose, with Hosiery top; black or white. Special, a pair, at

40c

ALARM CLOCKS, 89c—One day Alarm Clock; good nickel finish. Guaranteed one year. Special, each, at

89c

—(First Floor)



Georgette Blouses, \$3.45

NEVER before was the skill of Dame Fashion more extensively represented as in this massive collection of the season's most fascinating styles, offered here tomorrow at this unusual price in order to crowd the blouse section all day long.

This is an unusual opportunity which fashionable women will be quick to take advantage of. These lovely new blouses are fashioned of an exceptionally good quality of Georgette crepe, in white, flesh and pink; some are tucked, others embroidered, and still others are trimmed with dainty lace. New style sleeves, high or low neck models. Unequaled values, at each, \$3.45.

—(Fifth Floor)

"You will never find that high wages and low prices prevail at the same time. You will always find that when general prices are high, and when general wages are low, general prices are low. This labor issue is found to be an inseparable part of the nation's business structure."

—(Fifth Floor)

Spring Hats At \$3.95 & \$5

THESE HATS which we now offer to you in this sale constitute the cream of the creations that have recently appeared for late Winter wear. So they can be fashionably worn until the termination of the chilly days of Spring. There's a wonderful variety of them here to pick from in all sorts of shapes and travel, at these special low prices.

There are combinations of straw and satin, or straw and Georgette; others of all satin. Black and all colors. All trimmed in up-to-the-minute styles.

—(Fifth Floor)

From The Down Stairs Store--

Girls' Gingham Dresses, .85c
Women's Lingerie Blouses, .85c
New Spring Millinery in Three Lots, at \$1.95, \$2.85, & \$3.85
Crepe de Chine Blouses, in Two Lots, at \$1.95 & \$2.45
Georgette Crepe Blouses, .27c
Women's New Spring Shoes in Seven Styles, \$5.00
Women's Suits to \$14.95, at \$7.95
Women's \$9.95 Satin or Taffeta Dresses, Special, at \$7.50
Women's \$13.95 Wool Dresses at \$9.95
Women's White Wash Skirts, at \$2.45
Women's Black or White Mercerized Cotton Lisle Hose, 3 pairs \$1.00
Women's White or Black Cotton Lisle Hose, at a pair, .25c
Women's Fancy Cotton Hose at .19c

—(Fifth Floor)

Girls' Spring Coats & Suits

SPRING COATS FOR GIRLS AT \$2.50—We are now showing a very pretty collection of Girls' Spring Coats, fashioned of Wool, Serge, Crepe, and Women's Novelty. Sizes range from 2 to 14 yrs. There are really lovely styles, and rich solid colors. They have over-collars of silk, embroidery and pleats; buttons of rare beauty and finish. These youthful wraps are a limited stock. Special, \$2.50, all priced at each.

—(Fourth Floor)

Mothers Will Surely Be Interested In These Values In Boys' Apparel

WE have some special values in Boys' new Norfolk Suits, in both heavy Winter weights and new Spring weights. These are samples and short lots in the newest models and colors. The woollens are 1917 grades, much better than can be secured now. The tailoring is first class and the price is what you are used to paying, which is much less than you will have to pay when these lots are exhausted. Bring your boy here Saturday. If you do not want the new Spring suits, buy him a heavy weight for next Winter. It will pay you. Sizes 5 to 18 yrs. Specials, at \$4.95, \$5.95, \$6.95, \$8.95, \$7.95 and

ROMPERS FOR BOYS—2 to 7 years. Good ginghams, in white or fast color checks and stripes. Especially priced according to style. 50c

50c

50c

50c

50c

50c

50c

Grand Clean-up Sale Of Juvenile Footwear

WE have gone over our entire stock of juvenile footwear, taken out all short lines, and grouped them into four big lots and marked them at prices that they could not be bought at wholesale today. Considering the present high price of shoes, El Paso mothers should take advantage of this sale and bring the children down and have them fitted, as there will be no exchanges in shoes bought during this sale.

—(Second Floor)

LOT NO. 1, GROWN GIRLS' SHOES—Sizes 2 1/2 to 6. This lot is composed of lace boots; felt or turn soles; patent vamps and white kid tops; patent vamps with gray kid tops; gray kid vamps and cloth tops to match; pearl elk cutting shoes, and many other styles not mentioned here. Priced at a pair,

\$3.95

LOT NO. 2, MISSES' SHOES—Sizes 11 1/2 to 2. Patent leather and gun metal; lace or button styles; white or gray cloth or kid tops. In this lot you will find many dressy styles, as well as styles for general use. Priced at a pair,

\$2.95

LOT NO. 3, CHILDREN'S SHOES—Sizes 5 1/2 to 11. Lace and button styles; turn or welt soles; patent vamps, with tan or gray cloth tops; gray kid vamps with gray cloth tops to match, and some all black shoes. Priced at a pair,

\$2.45

LOT NO. 4, INFANTS' SHOES—Sizes 5 1/2 to 3. In this lot the styles are too numerous to mention. Come and see for yourself. Here you will find shoes of every description, suitable for every of every occasion. Priced at a pair,

\$1.95

—(Fourth Floor)

\$2 & \$2.50 American Lady Front Lace Corsets, \$1.59

ANOTHER wonderful corset value. This radical reduction is due to the fact that we are discontinuing these "lace front" numbers. They're made of batiste; low or medium bust; four or six hose supporters; white only. Complete range of sizes to 30. A not-to-be-equalled value, at

\$1.59

—(Fourth Floor)

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After Supper Sale 6 to 8:30

HINDS' HONEY AND ALMOND CREAM, 25c—Prevents chapping, and whitens and softens the hands. (Limit 2 bottles to a customer.) After Supper Sale, a bottle, at

29c

WOODBURY'S FACIAL SOAP, 15c—Cleanses the face thoroughly and good for the hair and scalp. Limit 2 cakes to the customer. After Supper Sale, a cake, at

15c

HUGHES' IDEAL HAIR BRUSHES, 75c—Brushes set in a rubber cushion. After Supper Sale, at

79c

—(First Floor)

Toilet Goods On Sale All Day

PALMOLIVE COLD OR VANISHING CREAM, 35c—Cleansing and softening to the skin. Special, a box, at

38c

DANDERINE, 35c—Cleanses the scalp and is a great aid to prevent falling hair. Special, a bottle, at

38c

POND'S EXTRACT, 60c—A household remedy. Good for razor rash, chafed neck, eczema and sore throat. 1 1/2 oz. size. Special, at

69c

BONNEY'S CUTICLE REMOVER, 15c—Removes all dead cuticle and keeps the nails in good condition. Special, at

18c

MARY GARDEN FACE POWDER, 75c—This celebrated face powder is the daintiest and most delicate for the face. Priced at only

79c

LAVAZZOLI'S TOILET WATER, 60c—A delightful toilet water, scented with the odor of honey-suckle. Priced at only

68c

LEHN & FINK'S TALCUM, 15c—A luxury for the lady's toilet table. Priced at only

18c

LAVAZZOLI'S, 15c—An active astringent mouth wash; antiseptic and deodorant. Special, at

18c

—(First Floor)

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—(Fourth Floor)

The Popular DRY GOODS CO.

—(Fourth Floor)

—(Fourth Floor)

—(Fourth Floor)

—(Fourth Floor)

—(Fourth Floor)

—(Fourth Floor)

—(Fourth Floor)

—(Fourth Floor)

LIVE INTEREST IN VALLEY LAND

Two Sales in Upper Valley Indication of Keen Outside Interest.

Lively interest in valley land is being displayed in the shape of ready sales, according to R. C. Bailey. Two deals aggregating over \$50,000 are reported by Mr. Bailey as having been completed through him within the last week, and others are pending.

Reclamation work in the valley is proceeding rapidly, and dredging operations are making excellent progress. An auspicious circumstance is that most of the purchasers of land in the upper El Paso and Mesilla valleys are buying the farms in order to make their homes in the valley, he said.

Hope Man Buys Farm.

Pay Sherry sold 102 acres, under irrigation, with all improvements, to John McPherson, of Hope, N. M. The tract is located 30 miles north of El Paso, on the west side of the Rio Grande. Mr. McPherson has moved onto the place. The consideration named was \$11,169.

Watson Sells 145 Acres.

A. J. Watson sold 145 acres at La Union, in the Chamblie district, 10 miles north of El Paso, to Oscar Buleford, of Grand Falls, Texas, for a consideration of \$10,000. Mr. Buleford is moving onto the ranch.

Both these deals were consummated through Mr. Bailey.

FACE EXPORT CHARGES.

Genaro Rodas, Cristobal Puente and Juan Lugo, will be heard this afternoon by U. S. Commissioner John H. Harper on a complaint alleging attempts to transport into Texas sugar,梨 and flour in violation of export rules.

MITCHELL IS ONE OF PROUDDEST MEN IN TEXAS

"I'm certainly grateful for the happiness Tanlac has brought to my home."

"I'm one of the proudest men in Texas today and I want to tell the people it's all because of what this Tanlac has done for my wife," said W. D. Mitchell of 103 Warren street, Dallas, Texas, a few days ago.

"She had suffered so much during the past year," he continued, "that I almost gave up hope. Her appetite left her entirely and what she did eat would not stay in her stomach and make her feel any better. Her nerves went all to pieces and she got so weak and run down she would have to lie down and rest during the day while trying to do her work. She was so nervous and restless she could not sleep, lost weight and felt depressed and downhearted all the time."

"She was under treatment several times and tried many different medicines but everything failed to help her until she began taking Tanlac. She began picking up right off when she began taking Tanlac and her depression feelings soon disappeared. She has such a big appetite now that she can hardly get enough to eat and her weight has come back and she has gained eight and a half pounds and says she never felt better. She always goes every night to bed and her mind is clear and bright and cheerful all the time. I'm certainly grateful for the happiness Tanlac has brought to my home by restoring my wife's health. I honestly believe it will help anybody."

Tanlac is sold here by Kelly & Pollard Co., Inc., and People's Drug Store, under personal directions of a special Tanlac representative.—Adv.

Awaiting The Joyful Sound

The Wonderful Music that Borne Forth When The Stork Arrives.

Who can forget that little brassy cry that echoes the arrival of the new baby?

Before the baby comes the mother should get in condition to meet the strain.

Thousands of women have used the safe and reliable and wonderful Mother's Friend during the waiting months, and they relate how they entirely escaped nervousness, heartburn, indigestion and stretching pains and many other debilitating and disheartening experiences which will fill the mother for the greatest time in a woman's life.

Mother's Friend is a wonderful help to nature in relieving strain and distress brought about by expanding breasts, the nerves, too, will be calm, making the period one of cheerful days and restful nights. The breasts are kept in good condition and the abdominal muscles relax with ease when baby is born.

Mother's Friend makes it possible for the expectant mother herself to actually aid nature in the glorious work to be performed, and no woman should neglect to fall to give nature a helping hand. If you mean infinitely less pain at the crisis.

Mother's Friend is for external use only. It is absolutely safe and wonderfully effective. It is prepared by the Bradford Regulator Co., 1180 Lamar Blvd., Atlanta, Ga. Write them for their "Motherhood Book," so valuable to expectant mothers.

Prevent a bottle of this famous remedy, which has been used by women for half a century from the druggist today, and thus fortify yourself against pain and discomfort.—Adv.

NUKOTE

The Modern Finish, is a stain and varnish combined.

NUKOTE is durable and elastic and is suitable for use on Floors, Furniture and Wood-work.

TUTTLE PAINT & GLASS CO.

—(Fourth Floor)

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TO CELEBRATE CARLISLE DAY

Knights of Columbus Have Last Fiesta Tuesday, Before Lent Commences.

Knights of Columbus of El Paso council 423 will celebrate Mardi Gras Tuesday night with a dance and card party at the temple on Myrtle avenue, to which knights and their friends are being invited. It will be their last social session until after Lent, which begins on the 13th and ends March 21.

Dr. B. E. Galloway, lecturer of the council, is chairman of the arrangements committee, and is assisted by George Villars, B. R. Seitz and B. R. Gorman.

On February 11, St. Valentine's day, the Knights of Columbus will initiate 15 or 20 candidates into the first degree of the order at the temple.

Encampment Initiated Tonight.

St. Franklin encampment 165, Odd Fellows, conferred the royal purple degree tonight. El Paso lodge 284 will take candidates through the first degree Monday night. Western Rebekah lodge will meet on February 14.

Fraternity Lodge May Move.

School of instruction was held in Fraternity lodge 1111, A. F. and A. M., Tuesday night and the first degree conferred. The lodge's bulletin, mailed by secretary W. A. Doolittle, calls members to attend communication Tuesday night next, and among other business will be question of moving to other quarters. The third degree will be conferred Friday night.

Masses Expect Busy Week.

El Paso lodge will do degree work Tuesday, Wednesday and Friday nights next week.

El Paso chapter meets Wednesday night for regular convocation, at which time the month's schedule of work will be made up.

R. R. Blankenship, grand visitor to Royal Arch Masons in this district, who has been ill, is reported to be improving rapidly.

El Paso commandery, Knights Templars, in its regular convocation Thursday night will be in charge of the newly installed eminent commander, Frank T. Stanley, and other officers.

St. Franklin lodge of perfection meets Monday night at Southern Hotel, 423 East San Antonio street.

Elks Dance Tonight.

Tonight at Elks' home, El Paso lodge 187 will give social dance to members and their friends.

Members of the Fraternal Order of Eagles, El Paso circle, are looking forward to initiation of candidates Wednesday night.

Masses of Dallas Masons.

John Temple Rice, high priest of El Paso chapter, Royal Arch Masons, and past master of the El Paso lodge 128, A. F. and A. M., is the "top" sergeant in El Paso's hospital company at Camp Bowie, Fort Worth, has sent, by W. W. Evans, postmaster of El Paso, a letter to this city, a number of newspaper pictures of the great class of 423 men who received the degree of the Scottish Rite at the January reunion of that order in Dallas, the service field of Halls temple, El Paso, bearing 60 stars and the portrait of Sam P. Cochran, inspector general for Texas of the Scottish Rite, dressed in his official uniform.

Flag Raising Impending Spectacle.

The occasion of the flag raising by the Masons at the coronation was a burst of patriotism. At the entrance to the Dallas temple the Stars and Stripes were hoisted and the flag will fly until the end of the war. Herbert M. Greene, speaking that day, said that all will live until the 25th of June, the Declaration of Independence were proclaimed; all the generals of the revolutionary army, except the traitors, will live until the 25th of June, and today two of America's ranking officers, Gen. J. J. Pershing and H. H. Scott, are here. Gen. Pershing being a Shriner.

The speaker said that the Masons of the United States are the Washington, John Adams, Madison, Monroe, J. Q. Adams, Jackson, William H. Harrison, Tyler, Polk, Taylor, Buchanan, Johnson, Cleveland, McKinley, Roosevelt and Taft.

Pythians Will Celebrate.

Thursday night after enlightening George J. Brownhill and electing A. L. George a member on transfer from Meridian, Miss., El Paso lodge Knights of Pythias began preparations for the celebration of the 54th anniversary of the founding of the order, on Feb. 19, 1844.

A social program will be given, featured by the unveiling and dedication of the honor roll of the order, which lists the names of members who are in the armed forces of the nation.